

**South Park Stakeholders Group – BOARD ELECTION Meeting**  
**Thursday, October 16, 2014 8:30 AM**  
**1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:** Robin Bieker, Bob Buente, Shelby Jordan, Richard Wu, Nate Nusbaum  
*Absent: Martha Saucedo, David Galaviz*

**Staff/Contract:** Jessica Lall, Amanda Irvine, Jessica Mandelbaum, Tami Kovacs, Sergio Urena, Victor Gonzalez,

**Guests:** Terry Rubinroit, Fernando Villa, Derrick Flynn, Chris Pak, Andrew Lusk, Mudia Amimiu, Garret Lee, Jessica Yardy, Victor Moller, Doyle McDonald, Tracy Chu, Donegan McCuaig, Cwennen Corral.

<b>Item</b>	<b>Discussion</b>	<b>Action taken?</b>
Meeting called to order:	Called to order by Robin Beiker at 8:36 a.m.	<b>No Action Taken</b>
Public Comment/Introductions:	Introductions all around the table	<b>No Action Taken</b>
Review and Approve: <b>Approve August 21, 2014 Minutes</b>	No comments	<b>Action Item</b> <b>Robin motions to approve the minutes as is, Bob seconds, all in favor, none opposed</b>
Presentation: <b>Fig South, Chris Pak</b>	Chris has spent a year working on project, with Jameson Services, working with Andrew Lusk & Garret Lee. The project is in the LASEC specific plan area, which was created when AEG built Staples and LA LIVE. It will have 648 units, providing 48,000 sq ft space of retail. There will be 858 stalls, 1770 parking spaces, and a maximum podium height of 100 ft, with a total building height of 400 ft in the two towers. There is a large-scale signage element as allowed in the LASEC, and the setbacks are aligned with the LASEC as well. Will be sending the PPCR letter of determination next week, and have submitted plans for shoring permits as well as early foundation. Should obtain shoring permits by end of month or begin of November. Start construction after Thanksgiving. Towers are	<b>No Action Taken</b>

	<p>rounder than average, building off the shapes at Staples Center.</p> <p>Buildings have articulated facades so it is not all one continuous face. Entitlements include a modified tentative tract map. Should be approved soon, and there was no public hearing for it as DLANC, CD 14 etc. didn't think it was necessary. Working with DWP to get some temporary power staging, on the city-owned lot on the corner of Pico and Figueroa.</p> <p><b>Doyle</b> – When will it be completed?</p> <p><b>Andrew</b> – About 30 months, end of 2016. A very aggressive timeline.</p> <p><b>Terry R</b> – Are you going to have the LED signs along Flower Street?</p> <p><b>Chris</b> - Along Flower we cannot have LED signs, city will not allow. We will only have them on Figueroa.</p> <p><b>Fernando</b> – Did you have to make modifications to the entitlements?</p> <p><b>Chris</b> – Yes, Increase in retail, previous developer didn't maximize the plan, more retail services are required. Previous developer had a podium height of 50 ft and we are offering 100 ft. And will have more than sufficient parking.</p> <p><b>Terry</b> – Will these be condos or apartments?</p> <p><b>Chris</b> – Condos</p> <p><b>Nate</b> – How many parking spots are you offering?</p> <p><b>Chris</b> – 1770 parking spaces. Ground floor is all retail, good connection with Metro; we are trying to bring those people onto Figueroa Street by making sure that there is a good relationship with pedestrians as well as business owners. We are on a site where there will be parking above. We will be using signage that will cover the view of the cars. Ground floor is 30ft high to have an open air feel and inviting atmosphere. 6 story over 7 story</p>	
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	<p>podium. At the ground floor you can see the activities taking place at the podium level. We created pockets to create a more open area. Vehicle entrance will be on Flower Street as well as Figueroa Street and a passenger drop off zone on 12<sup>th</sup> street. On Flower Street we bring tower lobby to ground floor facing out to Flower, retail is focused on Figueroa, active uses on Figueroa, Flower and 12<sup>th</sup> Street. We will have a low wall to avoid oncoming headlights. Top of podium will have a gym, when walking on Flower you can see it. Proposing art pieces on southern part of development.</p> <p><b>Doyle</b> – When are you planning to complete project?</p> <p><b>Chris</b>- In about 30 months</p> <p><b>Daniel</b> – Any reason that you have not used the alley?</p> <p><b>Chris</b> – That alley is not easily usable, as it is a hammerhead. We have a temporary vacation plan, we are planning to use the alley as an ingress line.</p> <p><b>David Taban</b> – Any façade decoration on the south side?</p> <p><b>Andrew</b> – South face has to lack architectural treatment due to the way the building is oriented and access, but we will have a waterfall feature until another building is built adjacent.</p> <p><b>Shelby</b> – How large is the landscape deck?</p> <p><b>Chris</b> – Private Landscape deck size is 75,000</p> <p><b>Andrew</b> – We are putting in rooftop pools, landscaping, etc. We want our residents to feel welcomed. Ground space will have larger public sidewalks. Great potential for pedestrian traffic.</p> <p><b>Cwennen</b> – Will these be built simultaneously?</p>	
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	<b>David-</b> Yes, both towers at once.	
Presentation: <i>DWP</i>	<p><b>Mudia</b> – Has working with BIDs for about 10 years now, our connection in the beginning was to help with lighting program, and every year we grant \$5000 to each BID for lighting program. Mudia is the main point of contact at LADWP for the BIDs. I can assist with water conservation, promoting and reducing our costs and go green to save money. We have a notification program but it is not in place as of yet. Can email all information to Jessica. Whatever project you are interested in, solar, water conservation etc., please let me know. MOU has been approved by LADWP legal department, and it is going to the city for approval. We have an agreement with the city clerk for \$150,000 to be donated annually. We need to show the City the relationship on what we are spending on, how it will affect LADWP. LADWP has our own system (ERSC), when a big major contract is awarded we can help small businesses grow. Secondary landscape Cheaper to lease out land \$12,000 a year instead of maintaining it. For any questions please email me at <a href="mailto:lmudiase.aimiuwu@lawp.com">lmudiase.aimiuwu@lawp.com</a> or you could call as well (213) 367-1418. Project should be finalized this year.</p>	
	Treasurer Update:	
<b>Approval of 2015 Board Slate</b>	<p>Nomination Committee (Robin, Bob &amp; Shelby) met to review the applications and develop following recommended <b>slate</b>:</p> <p><b>Reappoint:</b> Robin Bieker (Chair), Bob Buente (Secretary-Treasurer) and Shelby Jordan (Vice President). Board Members have to be reappointed every 2 years, to reconfirm officers for committee chairs.</p> <p><b>New Board Members:</b> Went through Board Nominee applications out of 8 received, 4 were are being recommended to the Board:  <b>Jim Pugh</b> who is a resident of Luma Lofts, CCA co-chair.  <b>Michelle Barker-Heilpern</b> who is a resident of Evo Lofts, previously worked with CCA and California Hospital she is very interested in PR and</p>	<p><b>Action Item</b>  <b>Bob motions to approve the recommended slate as is, Nate seconds, all in favor, none opposed.</b></p>

	<p>marketing.</p> <p><b>Daniel Taban</b> is going to be developer on Pico/Hope Streets.</p> <p><b>Fernando Villa</b> from Allen Matkins a land use attorney who has been involved with Urban Design and come to several meetings. All have demonstrated what the BID is doing and where we are going.</p> <p><b>Robin</b> – We accepted the resignation of David Galaviz, was too hard for David to make the 8:30 appointments due to his schedule.</p> <p><b>Fernando</b> – I have had interest in SP for some time. Been in downtown for 30 years, active in CCA Executive Committee that just moved to SP.</p> <p><b>Daniel</b> – Our firm is based in downtown for 30 years, working on projects on Pico and in SP. I see a lot of potential in SP.</p> <p><b>Jim</b> – Longtime resident from SP, one of the originals that moved into Luma Lofts in 2007, my specialty is land use loss, land use lawyer by trade, my firm has been in DT since 1927.</p> <p><b>Jessica</b> – Any questions regarding the Slate Board, just to reiterate that there are 6 board meetings a year, the commitment is that you attend half of those meetings and not miss more than 4 in a row or you will be removed from the board. Orientation meeting is January 27, 2015.</p>	
<b>2015 Budget Update</b>	<p>The City moved the deadline up by 6 weeks to approve budget, so we have a draft budget to present today and the Executive Committee can finalize and go over in detail on 11/11/14. Reminder that our management district plan outlines very specifically where our money can go, 50% goes to clean and safe, 17% goes to Marketing and Promotions, 15% goes to Enhanced Beautification and Sidewalk Services, 11% goes to Admin and Corp Operations, 8% Contingency. Our budget for next year is just over \$1.9 million. We have increased our assessments by 5% for the 2015 year. Main changes will be around sidewalk repairs, security contract will go up 2%, cleaning</p>	<p><b>Action Item</b> <b>Nate motions to approve the draft budget pending approval of the Executive Committee, Shelby seconds, all in favor, none opposed</b></p>

	<p>will stay the same. We will be doing employee reviews, any salary changes, will be added into this budget. DISI didn't do many hard mailers this year. We went over in IT but will be looking at how to make that more predictable for next year. Lumped in a lot of costs under Street Plus contract – including bike maintenance, gas, etc. Looking to have board approve draft, will sit down with exec committee and Marcus to discuss.</p> <p><b>Jessica</b> – Any new revenue under TFAR is considered new generated revenue and that would not be reflected in budget.</p> <p><b>Terry</b> - How do you put a cost on assessments?</p> <p><b>Jessica</b> – It is a combination of linear square footage, lot size, frontage and since what benefit zone of four a property is in.</p>	
	Committee Reports: SOBO	
<b>Update sidewalk repairs</b>	Sidewalk report has been submitted and we will go in front of the city to grant us the saw cutting across the district. Meeting with CM office to waive fees. City came and did a walk of the district. 501 W. Pico has been added to the list and will fix the sidewalk and street for free.	<b>No action</b>
<b>Update tree planting</b>	We also did our tree walk urban street, Amy from the City, Kelly and Jenny from Melendrez, and Jan and Shawn from MLA, did a thorough walk of the district. MLA provided a detailed map of the district identifying each tree. Identified 19 new locations for tree planting in SPBID. This will be at no cost to the BID. Trees will be donated through the City. LACC will plant. BID will handle the watering for the next 3 years per city agreement, but will not add any additional cost. We will hand deliver a handout to all property owners, and if property owners do not want trees in front of their buildings they have the option to opt out. City has a grant to extend tree wells, goal to have it put together by November 2014, should be planted quarter 1 of next year. Trying to maximize all forms of donations for district. Pine to go on Grand, SPBID are looking at Chinese trees to be planted. Potocarups tree is what we would like to see go up. All trees have to be consistent with all	

	<p>trees that already in place. Grand is about 100% pine trees.</p> <p><b>Daniel</b> – Great idea</p>	
	Committee Reports: DISI	
<b>Branding Campaign update</b>	Starting tomorrow take a trip down Grand Avenue to see our new banners. It is with our new branding campaign, and we will be working Packard lofts to incorporate our banner campaign on their billboard.	
<b>KCRW</b>	Jessica plays KCRW ad for the room. Will be running ad for a couple more weeks.	
<b>Public Art Campaign</b>		
	South Park's Green Carpet Events	
<b>Update on The Briks Opening.</b>	South Park's second Green Carpet Event at The Briks was on October 15, 2014. Roughly 60 people in attendance, and by having a presence with the kiosk and staff, many new people were met.	
December, Tom's Urban	South Park's 3 <sup>rd</sup> Green Carpet Event at Tom's Urban on November 11 <sup>th</sup> , 2014. Specials and prizes will be available, and there may be a DJ stay tuned for updates.	
Executive Committee: Bieker/Lall <b>Employee Review Update</b>	We will be doing employee reviews, during the month of November.	
Executive Director Report:		
	Director of Planning & Communications Update:	
<b>Parklet Discussion Kush Parekh and Derrick Flynn</b>	Significant progress has been made on parklet, SPBID has been fortunate by working with Derrick and Kush who are extremely talented and helped design the parklet, pick materials etc. Within the LADOT People Street Program, we are one of 7 approved parklets and 1 of 3 parklets approved with no changes. Parklet will be on 11 <sup>th</sup> and Hope Street. Did a survey what residents would like to use/see in the parklet. Through the discoveries we came up with some good ideas. One of pre-approved program called "The Steps", will have flexible seating variety. Through the program, you can choose pink, blue, or green, SPBID picked green. Planting component will be integrated, though currently unsure which plants are going to be used. Within the next few months we hope to	



	<p>have this installed. The signage required is very specific.</p> <p><b>Terry</b> – How many parking spaces will that take?</p> <p><b>Amanda</b> – 2</p> <p><b>Kush</b> – Materials are in progress, pushing for more materials and colors and how it relates to SP. Preset budget with LADOT we will have to specify what we want, looking at logistically aspects. Configuration is set by LADOT. We were able to remove one of the benches to accommodate more chairs to accommodate more seating. Synthesizing the design, will then do construction drawings and submitting to LADOT. It is a 2-4 week turn around. Next step is to finalize budget. LACC has built a parklet in highland park and will work with us in the project.</p> <p><b>Richard</b> – Loves the idea minor concerns due to the incident re: accident on Spring Street parklet</p> <p><b>Derrick</b> – Planters are made out of concrete and will serve as barriers.</p> <p><b>Jessica</b> – Regarding liability essentially the BID and the city will sign a MOU, basically will say that at any time any party can request that the parklet will be removed. Will have an extra insurance policy, if someone crashed into the parklet city will not pay for it.</p> <p><b>Fernando</b> – Will we have potential insurance coverage regarding maintenance.</p> <p><b>Bob</b> – Operation maintenance will be under LACC.</p> <p><b>Nate</b>- The parklet who has owner ship of that? Who will provide insurance?</p> <p><b>Jessica</b> – Maintenance is on the BID. The BID has to show proof of insurance. The City will not name us in lawsuit, but will not indemnify the BID. At any point per the MOU the BID or City can request the parklet be removed.</p>	
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	<p><b>Bob</b> – What we are doing now makes sense.</p> <p><b>Jesica</b> – Other BID’s taking out a separate insurance policy and we are following that protocol.</p> <p><b>Daniel Taban</b> – will it be a raised platform?</p> <p><b>Kush</b> –pedestals are plastic modules, and is consistent of sidewalk.</p> <p><b>Jessica</b> - Derrick and Kush will be available for other developers who are interested in using there services. We are using a parklet as a pilot program. The parklet is officially called “Hope Street parklet”.</p> <p><b>Donegan</b> – In the Historic Core, people on the Board expected a different outcome, keep in mind that vagrants use it and people smoke pot all day, you may want to question the value.</p> <p><b>Jessica</b> – I have spoken with Blair about their issues. We will make sure our clean/safe team monitor just like benches, but we can’t let fear prevent us from trying to cultivate a better environment.</p> <p><b>Amanda</b> – If you see someone smoking in the parklet you can always call us and we will take care of it.</p> <p><b>Jessica</b> – you have a valid concern and we will stay on top of things.</p> <p><b>Terry</b> – Can you include a silver strip on benches so people can’t lay on it or skateboarders cant grind on it. Around Starbucks they have it.</p> <p><b>Jessica</b> – We will look into it. Once we have that needs list we will send it out.</p>	
<b>Green Alley Update</b>	Working with LA Sustainability Collaborative (LASC) to make our alleys a new walkable,	

	<p>sustainable place to be, and they will be presenting to staff soon. Looking at a tiered approach, taking advantage of the space but understanding that most alleys need to be accessible for cars as well as pedestrians. Two graduate student fellows, who had help from the staff and a technical assistance committee, wrote the report. The City has cited our ULI report in other cases, and this was also initiated by that report. This can be a way for developers or third parties to integrate more public open space into their projects.</p>	
<b>Parking:</b>	<p>Will be working on parking, spoke with CM regarding this, will come up with a map of what parking is currently available and will have more we are prioritizing this.</p> <p><b>Nate</b> – California Hospital is in a situation on Grand &amp; 17<sup>th</sup>, owned by USLV, they are building more office spaces, we need to move quickly regarding the parking issue.</p> <p><b>Jessica</b> – City is allowing new owners to open business with no parking available. Developers are not allowed to build more parking. Planning department is not giving the ok to add more parking.</p> <p><b>Victor</b> – Loading zones? There is nowhere to have the big trucks unload.</p> <p><b>Jessica</b> - We will add parking loading zones and truck loading zones to discuss further. We want to make sure that the new business has parking. Had a good meeting with LADOT Celeste Reynolds she is making sure that we are doing things correctly.</p>	
Annual Meeting	December 3, 2014; 6:00 p.m at CHMC	
<b>Next Meeting</b>	February 19, 2015	

**Adjourned at: 10:14am**

**NEXT STEPS:**

- **Staff will:**
  - Continue to work with Chris Pak and Jamison on the Figueroa South project and its integration into the community.
  - Share DWP information with the community that was given by Mudia

- Continue to work with Mudia and DWP on joint projects and funding.
- Notify all Board applicants of the Board's decision on the 2015 Board of Directors slate.
- Move forward with the Executive Committee on a budget for 2015.
- Continue to work on the sidewalk repair report with various city departments.
- Circulate letters to property owners where the BID wants to plant trees, and follow through with the 20 proposed trees.
- Continue progress on the branding campaign and parklet.
- Provide constituents with the finalized Green Alley Report.
- Bring back comments from the newly-created parking task force.